

MARKETING / COMMUNICATION

LES RELATIONS PUBLICS

Refonder la confiance entre l'entreprise,
les marques et leurs publics

Stéphane
BILLIET

2^e édition



DUNOD

Les Relations Publiques

Stéphane Billiet



Les Relations Publiques:

Introduction aux relations publiques Stéphanie Yates, 2019-12-08T00:00:00-05:00 Dans un contexte professionnel bouleversé par les avancées technologiques et les médias sociaux riches en tant que la surabondance d'informations le triomphe du populisme et l'ère des faits alternatifs l'accentuation des inégalités les relationnistes ont aujourd'hui affronter de nombreux défis C'est pourquoi huit ans après la parution de la quatrième édition du livre phare de Danielle Maisonneuve Les relations publiques dans une société en mouvance cet ouvrage fait le point sur l'exercice de la profession de relationniste autant en ce qui a trait aux théories qui constituent ses fondements et aux enjeux auxquels elle fait face qu'aux pratiques actualisées qu'elle commande

Les relations publiques dans une société en mouvance Danielle Maisonneuve, Jean-François Lamarche, Yves St-Amand, 2003 Un outil indispensable l'évolution des organisations les relations publiques sont maintenant intégrées la gestion et la définition de leurs orientations En effet les relationnistes favorisent l'émergence d'une communication bidirectionnelle qui procure l'organisation une meilleure connaissance des attentes de ses publics tout en permettant ces derniers de mieux comprendre les activités de l'organisation Dans cet ouvrage les auteurs présentent sous une forme inédite un choix clair d'instruments stratégiques rattachés aux relations publiques Qu'il s'agisse de recherche d'analyse de communication ou d'évaluation ces spécialistes proposent une méthode de travail et recommandent différentes tapes comme autant de tableaux de bord servant à établir les balises d'une communication efficace Les novophytes en relations publiques et les jeunes relationnistes en fonction trouveront aussi des pistes de solution pour résoudre leurs problèmes quotidiens ainsi que des outils leur permettant de surmonter les difficultés de communication inhérentes toute organisation humaine

Les relations publiques Andrea Catellani, Jean-Luc Letouzé, Caroline Sauvajol-Rialland, Thierry Libaert, 2015-04-08 Les relations publiques ou publics sont au cœur de la communication des organisations À l'heure du 21^e la relation est centrale Les entreprises dialoguent avec des acteurs de plus en plus diversifiés exigeants et imprévisibles clients partenaires investisseurs institutions salariales sociétale Cet ouvrage présente les essentiels de l'expertise de la relation De façon synthétique et claire il traite les définitions l'histoire et les notions fondamentales des RP l'éthique et les approches scientifiques des RP les outils et modalités d'évaluation les évolutions des RP l'ère numérique Que vous soyez étudiant ou professionnel dans le domaine des RP cet ouvrage sera pour vous un outil pédagogique de référence

Les relations publiques, une profession en devenir Michel Dumas, 2011-08-22T00:00:00-04:00 Associés tantôt des manipulateurs d'opinion tantôt des doreurs d'image les professionnels des relations publiques souffrent de leur mauvaise réputation Accusés de masquer la vérité au profit de l'organisation qui les emploie et par conséquent au détriment de la société la majorité d'entre eux travaillent pourtant activement à maintenir des relations harmonieuses entre l'organisation et ses publics afin d'aider les deux parties à réaliser leurs objectifs Le constat de Michel Dumas l'absence de réglementation nuit directement à la profession Actuellement n'importe quel communicateur peut se présenter comme un professionnel des relations publiques et employer les méthodes qu'il entend Il devient urgent de protéger

ger le public contre ces spin doctors en accordant une reconnaissance officielle aux véritables professionnels Aussi cet ouvrage veut montrer que les relations publiques sont une profession en devenir centrée autour d'une définition de plus en plus commune s'appuyant sur un corps de connaissances prouvées bénéficiant d'un rayonnement certain dans les milieux de l'enseignement et de la recherche et encadrée par des associations nationales et internationales qui engagent leurs membres à respecter un code d'éthique

Les relations publiques Lionel Chouchan, Jean-François Flahault, 2012-12-18 T00:00:00+01:00 Relations presse communication institutionnelle interne ou de crise ou encore lobbying font partie de ce qui relève des relations publiques La variété des objectifs comme des outils des RP les rend difficiles à cerner Elles sont pourtant essentielles dans la société de communication qui est la nôtre En partant de l'expérience du terrain et grâce de nombreux exemples cet ouvrage expose comment les relations publiques assoient, légitiment et crédibilisent les messages, les images, les notoriétés des individus, des entreprises ou des institutions Il montre comment elles préparent, installent et amplifient nombre de démarches ou de discours publicitaires Il pose enfin la question de la place des RP en France par rapport aux autres pays occidentaux

Les relations publiques dans une société en mouvance - 4e édition Danielle Maisonneuve, 2010 Avec l'entrée de la société dans une phase de profonde mutation de la communication Danielle Maisonneuve signe une quatrième version de cet ouvrage remanié en profondeur Trois nouveaux chapitres dont un consacré à l'éthique et des études de cas récents actualisent le propos

Conduire l'image de l'entreprise Jean-Pierre Beaudoin, 1995

Les relations publiques Lionel Chouchan, Jean-François Flahault, 2011-05-18 Relations presse communication institutionnelle interne ou de crise ou encore lobbying font partie de ce qui relève des relations publiques La variété des objectifs comme des outils des RP les rend difficiles à cerner Elles sont pourtant essentielles dans la société de communication qui est la nôtre En partant de l'expérience du terrain et grâce de nombreux exemples cet ouvrage expose comment les relations publiques assoient, légitiment et crédibilisent les messages, les images, les notoriétés des individus, des entreprises ou des institutions Il montre comment elles préparent, installent et amplifient nombre de démarches ou de discours publicitaires Il pose enfin la question de la place des RP en France par rapport aux autres pays occidentaux

Les relations publiques - 2e éd. Andrea Catellani, Caroline Sauvajol-Rialland, François Allard-Huver, 2022-04-13 Les relations publiques ou publics sont au cœur de la communication des organisations L'heure du 20 la relation est centrale Les entreprises dialoguent avec des acteurs de plus en plus diversifiés exigeants et imprévisibles clients partenaires investisseurs institutions salariés société civile Cet ouvrage présente les essentiels de l'expertise de la relation De façon synthétique et claire il traite les définitions, l'histoire et les notions fondamentales des RP l'éthique et les approches scientifiques des RP les outils et modalités d'évaluation les évolutions des RP l'interdisciplinarité Que vous soyez étudiant ou professionnel dans le domaine des RP cet ouvrage sera pour vous un outil pédagogique de référence

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cerner Elles sont pourtant essentielles dans la socié t de communication qui est la n tre En partant de l exp rience du terrain et gr ce de nombreux exemples cet ouvrage expose comment les relations publiques assoient l gitiment et cr dibilisent les messages les images les notori t s des individus des entreprises ou des institutions Il montre comment elles pr parent installent et amplifient nombre de d marches ou de discours publicitaires Il pose enfin la question de la place des RP en France par rapport aux autres pays occidentaux

Les relations publiques Stéphane Billiet, 2009 R concilier la sph re marchande et la socié t est la vocation des relations publiques A l heure du 2 0 tablir et g rer un r seau de relations de confiance entre l entreprise les marques et leurs publics n est plus une option L enjeu pour les professionnels de la communication d entreprise en est plus complexe et aussi plus strat gique Identit image responsabilit sociale r putation tels sont les th mes trait s dans cet ouvrage qui donne des rep res th oriques sur les principes et techniques des relations publiques s arr te sur l mergence de nouveaux relais d opinion comme les blogueurs les ONG et les think tanks expose comment les relations publiques assoient l gitiment et cr dibilisent les messages propose une pratique de la discipline m me de r pondre aux aspirations de la socié t contemporaine Praticiens des relations publiques et tudients trouveront dans cet ouvrage tous les outils pour planifier et organiser la dynamique relationnelle entre l entreprise et l ensemble de ses publics

Moins de communication plus de relations *Les relations "publics" - 2e éd.* Stéphane Billiet, 2017-09-13 Avec le digital et les r seaux sociaux les relations publiques se voient transform es Cette 2e dition int gre l ensemble des nouveaux d fis de la communication des entreprises Elle pr sente Les transformations r centes du m tier de relations publiques Un plan de relations publiques au travers d un cas d entreprise L ensemble des domaines des relations publiques sont abord es de mani re pratique et p dagogique relations presse avec des publics sp cialis s lobbying communication de crise venementiel m c nat et sponsoring Il est galemment question de l valuation de l impact de ces actions Les perspectives d volutions des pratiques des professionnels De nombreux t moignages de professionnels enrichissent l ouvrage

Les Relations publiques Sylvie Lahanque, Fabienne Solatges, 1991 *Les relations publiques autrement* Mathieu Sauvé, 2000 Quels sont la place et le r le des relations publiques aupr s des organisations M me si la question a maintes fois t pos e il convient d y r fl chir encore puisque certaines antinomies persistent entre la th orie et la pratique L adh sion d une majorit de praticiens la perspective manag riale et le r le auquel sont souvent confin s les publics des organisations suscitent aussi des questions fondamentales Cherchant d passer la logique conomique sur laquelle est fond le mod le dominant des relations publiques l auteur aborde des th mes comme l insertion de la pratique dans un cadre fonctionnaliste la prise en consid ration des parties prenantes la repr sentation de la r alit dans le mod le manag rial et la capacit pr tendue de ce mod le concilier int r ts particuliers et int r t public Ces r flexions sont compl t es par quelques propositions destin es contribuer la construction d un mod le de pratique qui s inscrirait plus naturellement dans les dynamiques actuelles d change d information et d organisation sociale Les relationnistes jouent un r le cl dans notre socié t notamment en raison de leur influence sur la construction des discours v

hicul s dans l espace public Ces quelques r flexions destin es d abord aux professionnels des relations publiques mettent en perspective cette profession en devenir

Les relations publiques, qu'est-ce que c'est? Schweizerische Public-Relations-Gesellschaft,1981 **Les relations publiques** Moi Ali,2002 Des conseils pratiques qui vous indiquent comment optimiser l image de votre entreprise gr ce aux relations publiques Un texte clair et des illustrations qui abordent tous les aspects pour utiliser les m dias organiser des v nements et concevoir des documents publicitaires Des listes r capitulatives et des tudes de cas pour ma triser efficacement n importe quelle situation Des tableaux et des sch mas qui traitent de tous les cas de figure et qui vous fournissent des applications utiles et concr tes

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Les relations publiques Philippe A. Boiry,1989 **Public Relations in the Future** Conf d ration Europ enne de Relations Publiques,1991*

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